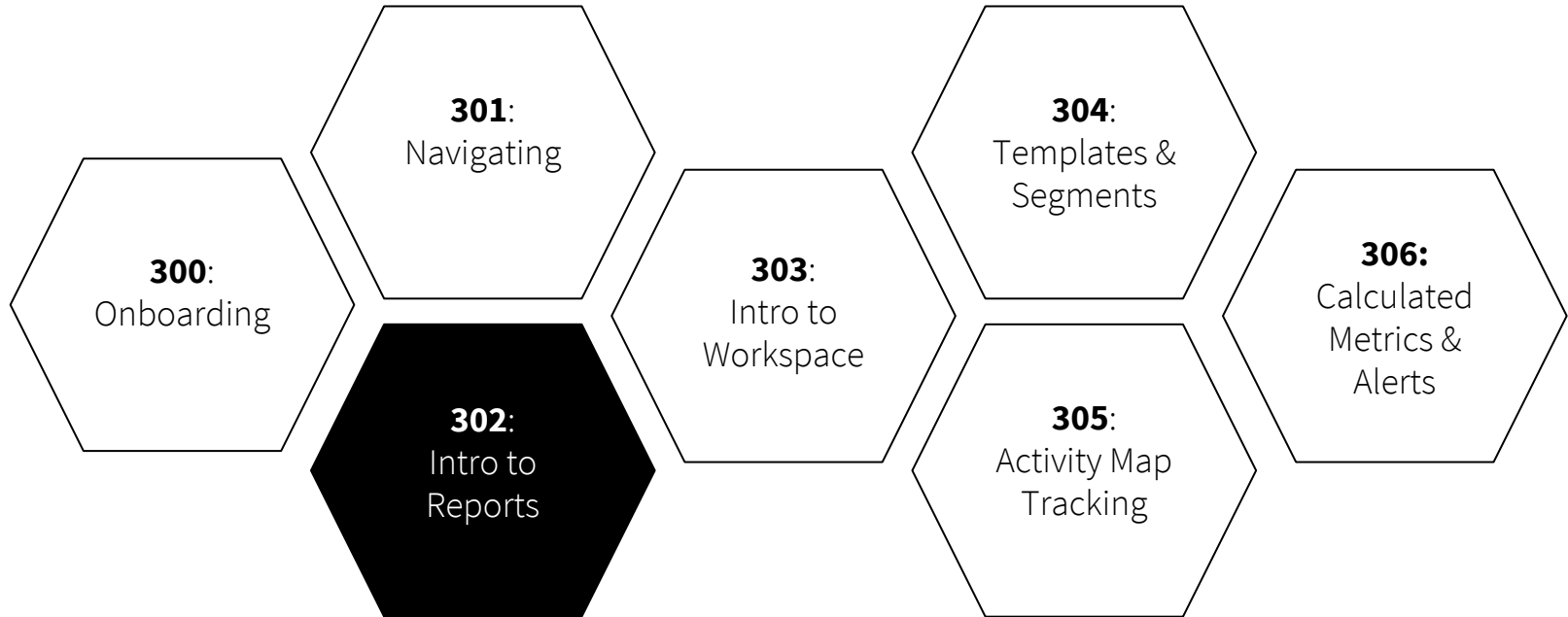


# 302 - Intro to Reports

Adobe Analytics - Basic Training



# Adobe Analytics: Basic Training



1. How to **navigate reports**
2. How to **apply a segment** to a report
3. How to **download and share** a report
4. How to **try a report** in Workspace
5. A few reports to **get started**



# 1. How to **navigate reports**

The screenshot shows the Adobe Analytics Reports page. The 'Reports' tab in the top navigation bar is highlighted with a red box. A red callout bubble points to it with the text: "By default, the Reports tab opens when you log in." The main content area is divided into three columns. The left column contains a navigation menu with sections for 'My Favorites', 'Frequently Viewed', and 'Report History'. The middle column is a list of report categories with right-pointing chevrons, including Site Metrics, Site Content, Mobile, Paths, Traffic Sources, Campaigns, Products, Visitor Retention, Visitor Profile, Custom Conversion, Custom Traffic, Adobe Target, and Marketing Channels. The right column is titled 'My Recommended Reports' and lists various reports such as Key Metrics, Page Views, Visits, Visitors, Time Spent per Visit, Time Prior to Event, Purchases, Shopping Cart, Custom Events, Bots, and Real-Time. A red callout bubble points to this list with the text: "Reports are pre-configured analyses designed for immediate use." The background of the interface features a blue and white abstract pattern.

**By default, the Reports tab opens when you log in.**

**Reports are pre-configured analyses designed for immediate use.**



# 1. How to **navigate reports**

The screenshot shows the Adobe Analytics Reports page. The top navigation bar includes 'Workspace', 'Reports', 'Components', 'Tools', and 'Admin'. The main heading is 'Reports'. On the left, there are sections for 'My Favorites', 'Frequently Viewed', and 'Report History'. A search bar labeled 'Search Reports' is located at the top of the main content area. A list of report categories is displayed in the center, including Site Metrics, Site Content, Mobile, Paths, Traffic Sources, Campaigns, Products, Visitor Retention, Visitor Profile, Custom Conversion, Custom Traffic, Adobe Target, and Marketing Channels. To the right, a section titled 'My Recommended Reports' lists various reports such as Key Metrics, Page Views, Visits, Visitors, Time Spent per Visit, Time Prior to Event, Purchases, Shopping Cart, Custom Events, Bots, and Real-Time. Two red callout boxes are present: one pointing to the search bar and another pointing to the 'My Recommended Reports' list.

**The Search option helps you search the reports based on keywords.**

**This is a list of reports.**



# 1. How to **navigate reports** - open a report

The screenshot shows the Adobe Analytics Reports page. The left sidebar contains a navigation menu with sections like 'My Favorites', 'Frequently Viewed', and 'Report History'. The main content area displays a list of reports, including 'Site Metrics', 'Site Content', 'Mobile', 'Paths', 'Traffic Sources', 'Campaigns', 'Products', 'Visitor Retention', 'Visitor Profile', 'Custom Conversion', 'Custom Traffic', 'Adobe Target', and 'Marketing Channels'. A red callout box points to the 'Site Metrics' report, and another red callout box points to the 'Key Metrics' report within the 'Site Metrics' sub-menu.

Adobe Analytics Workspace **Reports** Components Tools Admin

## Reports

My Favorites

Search Reports

Frequently Viewed

- Activity Map Link
- Social Platforms
- Devices
- Key Metrics
- Unique Visitors
- Channel Overview Report
- Cities
- Next Page Flow

Report History

- Key Metrics
- Activity Map Link
- Channel Overview Report
- Next Page Flow
- Cities
- Unique Visitors
- Devices
- Social Platforms

Site Metrics >

Site Content >

Mobile >

Paths >

Traffic Sources >

Campaigns >

Products >

Visitor Retention >

Visitor Profile >

Custom Conversion >

Custom Traffic >

Adobe Target >

Marketing Channels >

Key Metrics

Page Views

Visits

Visitors >

Time Spent per Visit

Time Prior to Event

Purchases >

Shopping Cart >

Custom Events >

Bots >

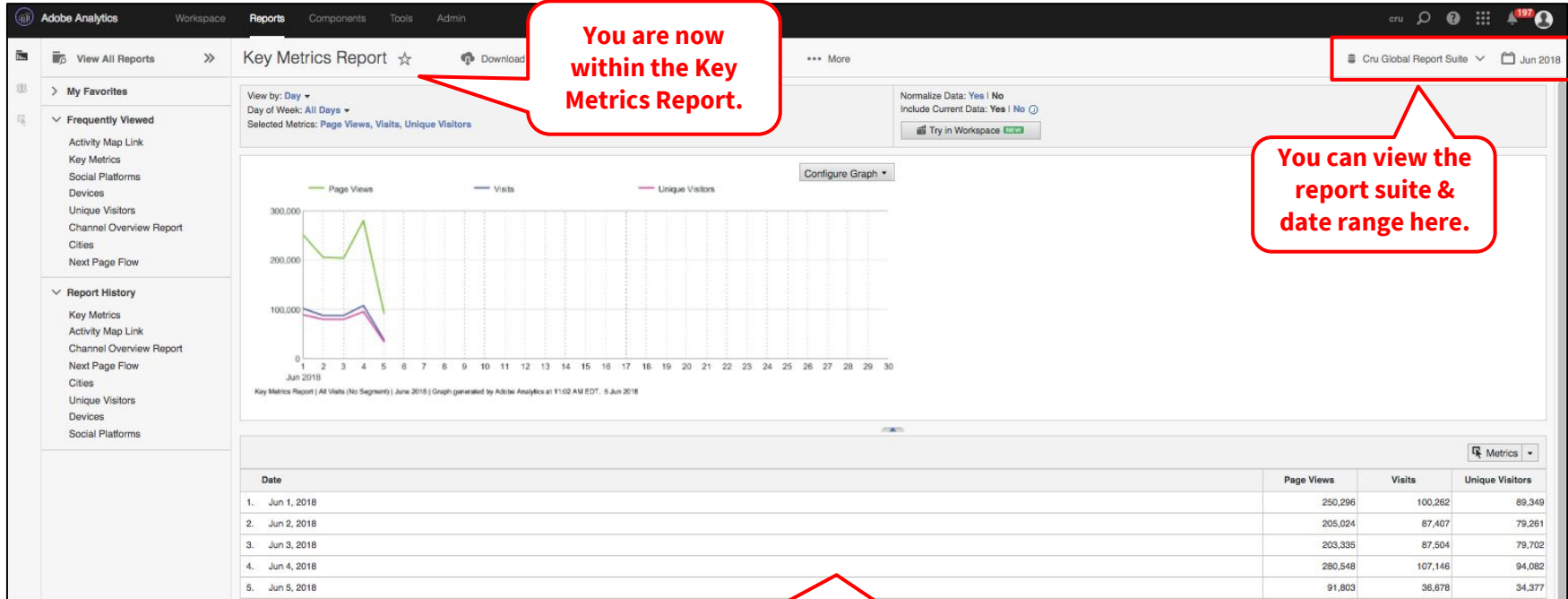
Real-Time

As an example, let's click into the **Site Metrics** report.

Now, click the **Key Metrics** report.



# 1. How to **navigate reports** - inside a report



**This report shows the number of page views, visits & unique visitors, grouped by date, to all sites within the report suite.**



# 1. How to **navigate reports** - dimensions & metrics

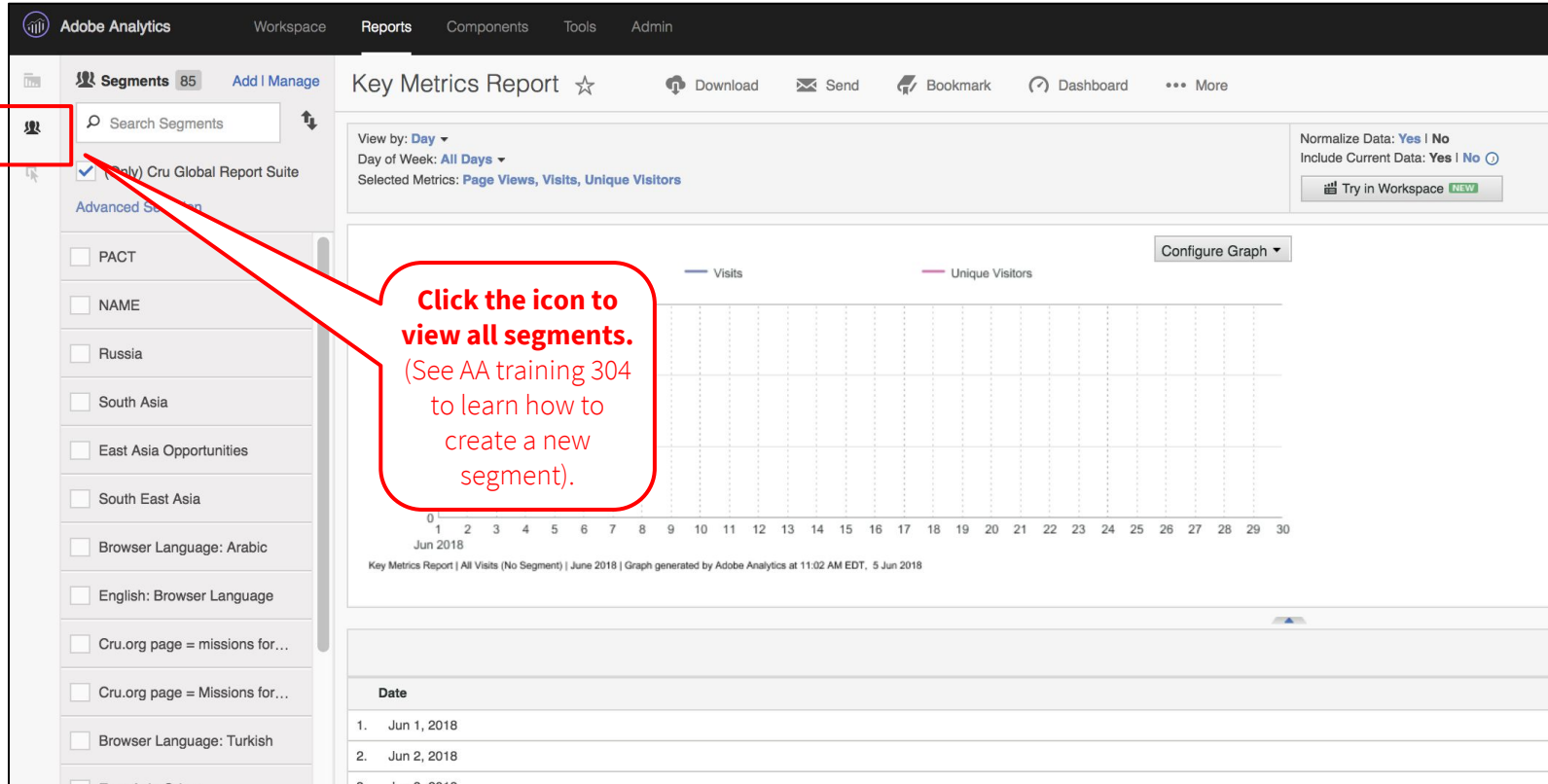
The screenshot shows the Adobe Analytics 'Key Metrics Report' interface. A red box highlights the configuration area at the top, containing 'View by: Day', 'Day of Week: All Days', and 'Selected Metrics: Page Views, Visits, Unique Visitors'. A red callout bubble points to this area with the text: 'You can change or add other metrics to the report here.' Below this is a line chart showing 'Page Views' (green line) and 'Visits' (blue line) over a 30-day period in June 2018. A second red callout bubble points to the chart with the text: 'These are the Metrics.' At the bottom, a table displays the data for the first five days. A red box highlights the 'Date' column header, with a red callout bubble pointing to it that says: 'This is the Dimension.' Another red box highlights the 'Page Views', 'Visits', and 'Unique Visitors' column headers in the table.

| Date           | Page Views | Visits  | Unique Visitors |
|----------------|------------|---------|-----------------|
| 1. Jun 1, 2018 | 250,296    | 100,262 | 89,349          |
| 2. Jun 2, 2018 | 205,024    | 87,407  | 79,261          |
| 3. Jun 3, 2018 | 203,335    | 87,504  | 79,702          |
| 4. Jun 4, 2018 | 280,548    | 107,146 | 94,082          |
| 5. Jun 5, 2018 | 91,803     | 36,678  | 34,377          |





## 2. How to **apply a segment** to a report

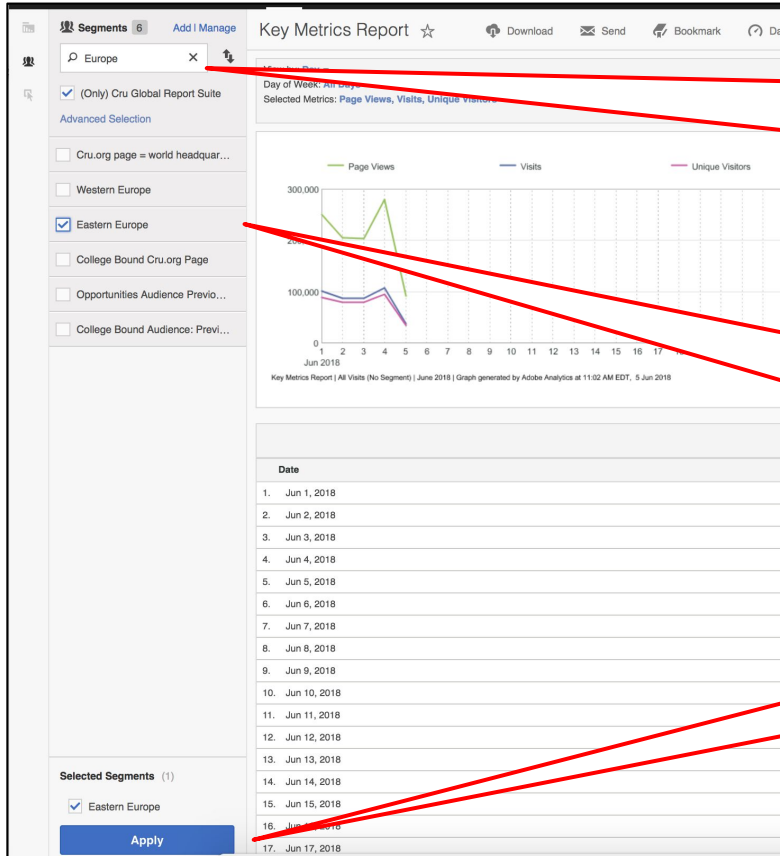


The screenshot shows the Adobe Analytics interface for a 'Key Metrics Report'. On the left sidebar, the 'Segments' section is highlighted with a red box around the icon. A red callout box points to this icon with the text: 'Click the icon to view all segments. (See AA training 304 to learn how to create a new segment)'. The main report area shows a line graph for 'Visits' and 'Unique Visitors' for June 2018. Below the graph is a table with the following data:

| Date           |
|----------------|
| 1. Jun 1, 2018 |
| 2. Jun 2, 2018 |
| 3. Jun 3, 2018 |



## 2. How to **apply a segment** to a report



The Search option helps you search the segments based on keywords.

Select a segment. (In this example, I selected the segment 'Eastern Europe')

Click to apply the segment to your report.



### 3. How to **download and share** a report

The screenshot shows the Adobe Analytics interface for a 'Key Metrics Report'. The top navigation bar includes 'Download', 'Send', 'Bookmark', 'Dashboard', and 'More' buttons, all highlighted with red boxes. Three red callout boxes provide instructions: 'Download the report as a PDF, CSV, etc.' points to the 'Download' button; 'Send and share via email. Here, you can also schedule reports to send others as needed.' points to the 'Send' button; and 'Click 'More' to print or to receive the link to this report.' points to the 'More' button. The main content area features a line graph showing metrics for June 2018, with a 'Configure Graph' dropdown. Below the graph is a table with the following data:

| Date           | Page Views | Visits  | Unique Visitors |
|----------------|------------|---------|-----------------|
| 1. Jun 1, 2018 | 250,296    | 100,262 | 89,349          |
| 2. Jun 2, 2018 | 205,024    | 87,407  | 79,261          |
| 3. Jun 3, 2018 | 203,335    | 87,504  | 79,702          |
| 4. Jun 4, 2018 | 280,548    | 107,146 | 94,082          |
| 5. Jun 5, 2018 | 91,803     | 36,678  | 34,377          |



## 4. How to **try** a report **in Workspace**

The screenshot shows the Adobe Analytics 'Key Metrics Report' interface. A red callout box points to the 'Try in Workspace' button, with the text: 'Click here to open your report in Workspace.' Another red callout box points to the graph area, with the text: 'Workspace is place to build custom analysis projects.'

View by: Day  
Day of Week: All Days  
Selected Metrics: Page Views, Visits, Unique Visitors

Normalize Data: Yes | No  
Include Current Data: Yes | No

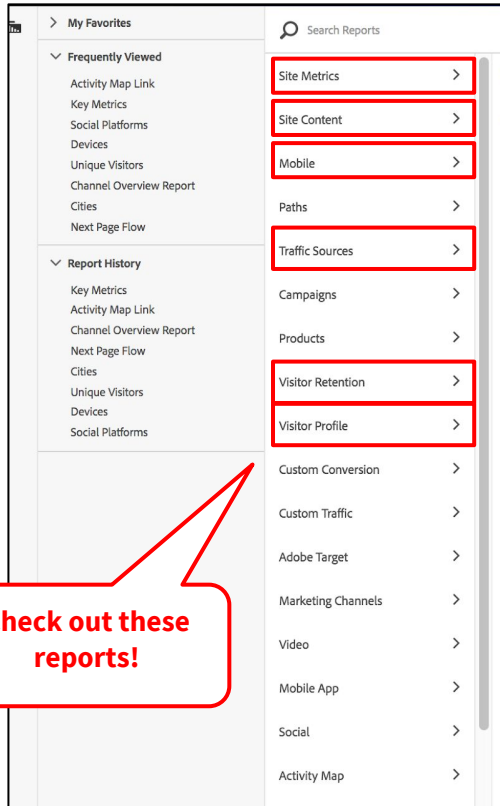
Try in Workspace [Learn](#)

Figure Graph

| Date           | Page Views | Visits  | Unique Visitors |
|----------------|------------|---------|-----------------|
| 1. Jun 1, 2018 | 250,296    | 100,262 | 89,349          |
| 2. Jun 2, 2018 | 205,024    | 87,407  | 79,261          |
| 3. Jun 3, 2018 | 203,335    | 87,504  | 79,702          |
| 4. Jun 4, 2018 | 280,548    | 107,146 | 94,082          |
| 5. Jun 5, 2018 | 91,803     | 36,678  | 34,377          |



## 5. A few reports to **get started**



**Check out these reports!**

**Site Metrics:** page views, time spent per visit, key metrics, etc.

**Site Content:** pages, servers, links (exit links & download links), etc.

**Mobile:** devices, device type, screen size, etc.

**Traffic Sources:** search engines, referrers, etc.

**Visitor Retention:** visitor frequency, visit numbers, return visits, etc.

**Visitor Profile:** geography (city, region, country), language, technology, etc.



# Complete!

**Questions?**

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## Next Module: Intro to Workspace >>

